

The background is a dark gray field filled with a complex, interconnected network of small white dots and thin white lines. The dots are of varying sizes and are connected by lines of varying lengths, creating a web-like or molecular structure. The overall effect is a sense of depth and complexity, with some clusters of dots being more dense than others.

K.TITI.SCARVES



AGENDA

INTRODUCTION

SWOT ANALYSIS

BUYER PERSONA

USP

STRATEGY & BUSINESS GOALS

ACTION PLAN



INTRODUCTION

K.TiTi is a modern fashion brand that brings style, comfort, and practicality together. Known for its high-quality fabrics and contemporary designs, K.TiTi creates pieces that fit seamlessly into everyday life—whether for casual outings, work, or special occasions. With a focus on simplicity and elegance, K.TiTi makes fashion accessible and effortless for everyone.





SWOT ANALYSIS

- Strengths: Youthful designs – Affordable prices – Clear exchange policy.
- Weaknesses: New brand – Limited awareness so far.
- Opportunities: Large audience of female students + Growth of online shopping.
- Threats: Strong competitors – Potential shipping issues.



Buyer Persona

Persona (Ideal Customer)



University girls (18–24 years old).



Interested in fashion and practical style.



Looking for affordable prices + good quality + easy online shopping.



Influenced more by photos and videos than long texts.

USP (UNIQUE SELLING PROPOSITION)

- Comfortable fabrics suitable for a long day.
- Stylish and trendy designs for young women.
- Easy exchange policy + fast customer service.
- Special offers for university students (discount).

STRATEGY & BUSINESS GOALS

Strategy Goals

Increase brand awareness among university girls.

Build strong content on facebook & instagram that drives engagement.

Business Goals

Achieve consistent monthly sales.

Build a trusted and loved brand.

Expand later into more cities/universities.



ACTION PLAN

1. Mostafa - - Facebook& Ads
2. Waleed -- Facebook & Ads
3. Ahmed -- Facebook & Content Creation
4. Abdelrhman – Instagram & Content Creation
5. Ali – Instagram & Content Creation
6. Mohamed – Instagram & Ads



The background is a dark grey, almost black, field. Scattered across it are numerous small, light grey or white dots. These dots are interconnected by thin, light grey lines, creating a complex, web-like or molecular structure. The lines vary in length and orientation, some forming tight clusters while others extend outwards. The overall effect is one of a dynamic, interconnected network, possibly representing a data structure, a social network, or a molecular model.

THANK YOU